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Log of Meeting

SUBJECT: Information and Education (I and E)
on Indoor Burning of Charcoal

DATE OF MEETING: January 30, 1996

PLACE: CPSC

DATE OF ENTRY: August 26, 1996

COMMISSION ATTENDEES:

Ann Brown, Chairman
Bob Ochsman, ESHF
Ron Medford, EXHR
Harliegh Ewell, OGC
Sharon White, ESHF
Patsy Semple, COMG
Michael Gougisha, COTM
Rick Frost, OIPA

NONCOMMISSION ATTENDEES:

Jim Wiersig, Kingsford
Sandy Sullivan, Kingsford
Sam Crace, Cowboy Charcoal USA
Jonathan Swisko, Hickory Specialties
Bruce Navarro, Legislative and Regulatory Affairs
Daren Keeter, Royal Oak (Conference Call)
Phil Dunaway, Embers Charcoal (Conference Call)

SUMMARY OF MEETING:

The Chairman started the meeting by discussing the importance of doing an I and E campaign, citing the injury data. She mentioned the importance of industry and government working together to educate the public about the dangers of burning charcoal indoors.

Rick Frost discussed various options that industry could consider when planning for an I and E campaign. These options include Video News Release (VNR), Public Service Announcements (PSA), point-of-sale materials, and community outreach. Mr. Frost mentioned that PSAs are very beneficial for targeting ethnic minority/low income populations. It was stated that since the grill manufacturers are members of the Barbeque Industry Association, perhaps they could consider including brochures with purchases of new grills. ✓

Ms. Sullivan had numerous questions regarding the VNR option to better understand how the CPSC develops VNRs. She also had questions involving the other proposed options. There were various questions about the data to determine how best to target the ethnic minority population.

The meeting concluded with a proposal to meet with industry again in about one or two weeks to discuss how they plan to implement the options for an I and E campaign.